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METHOD AND APPARATUS FOR CALCULATING DATA INTEGRITY  
METRICS FOR WEB SERVER ACTIVITY LOG ANALYSIS

5 1. Field of the Invention:

The present invention relates generally to an improved data processing system, and in particular to a method and apparatus for analyzing data. Still more particularly, the present invention provides a method,  
10 apparatus, and computer implemented instructions for calculating data integrity metrics for Web server activity log analysis.

2. Background of the Invention:

Web site owners and Web site builders are interested  
15 in various statistics, such as who is browsing a Web site, what content users are requesting or downloading

from a Web site, and when users are requesting or  
downloading content from a Web site. This type of  
information can be useful for determining the content,  
designs, or marketing campaigns that attract site  
5 visitors, retain them, and induce online purchasing  
decisions. Typically, Web site activity information is  
stored in log files on a Web server as the activity  
occurs.

10 In general, a log is a record of computer activity  
used for statistical purposes as well as troubleshooting  
and recovery. Many log files store information, such as  
incoming command dialog, error and status messages, and  
transaction detail. Web server logs are a rich source of  
information about user activity that a Web server  
15 automatically creates. The basic information stored in a  
log file is centered around a user request for resources  
from the Web server. Resources can be either Web pages,  
image files, or other media served by Web servers. The  
Web server logs information such as when a request is  
20 made, the requester's Internet Protocol (IP), address and  
domain (e.g., .gov, .edu., .com, etc.), the resource  
requested, and the server's success in fulfilling the  
request. Based upon the information in the logs, Web  
analytics professionals analyze data such as, requests  
25 (commonly known as hits), page views, and sessions.

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Web server log file analysis has proven to be an  
inexact science for a number of reasons. One of the main  
reasons for this problem is data loss in the logs at both  
the point of recording and during the transfer process  
5 from storage to an analytical tool. Most log analysis  
applications do not deal with the grave issues  
surrounding data loss. Data loss may be caused, for  
example, by a Web server going off-line or otherwise  
temporarily being unable to write log records. Another  
10 frequent cause of data loss results from the electronic  
transfer of log files from servers to other computers  
where they will be analyzed. In many cases the transfer  
may appear to have been successful although some data was  
lost in the process. A less frequent but rather large  
15 scale problem is the addition of cloned Web servers to a  
network serving a Web site.

In many cases, the users of Web log analysis tools  
are not the owners of the Web servers, but instead are  
the content owners (i.e., Web hosting model), or provide  
20 Web analysis services to content owners (i.e., Web  
analytics service model). In this situation, the Web  
analytics professional must rely upon the Web Hosting  
company to have reliable servers and to ensure a reliable  
log transfer process from the hosting servers to the  
25 analytical software. The company must know when the

hosting company servers have down time and when they make network configuration changes, such as the adding of clones for load balancing are made. Often, this information is not reliably provided to the analytics professional. Additionally, log files may be corrupted during the transfer process, such as FTP (File Transfer Protocol), from Web server to analytical tool.

As a result, log analyses may be based upon only partial data sets with the degree and timeliness of data loss being random. Many Web analytics professionals currently rely upon guessing as to when data loss occurs, when data loss is suspected, and to what degree its effect. To address the issue, they usually either merely note that data loss happened or further attempt to supply subjective estimates of summary statistics. For example, they may guess at numbers or just use the last reporting period data. Since in most cases the analytics professionals are actively involved in trying to remedy whatever caused the data loss so as to avoid it in the future, they often do not spend a great deal of time applying systematic methods to account for data loss. Poor quality data is then passed on to those end users for whom Web site activity statistical reports are generated, such as Web site designers or marketing personnel.

Therefore, it would be advantageous to have an improved systematic method and apparatus for identifying when data loss occurs, identifying how much data loss has occurred, and providing remunerative action for the data  
5 loss to generate a more accurate analysis.

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## SUMMARY OF THE INVENTION

The present invention provides a method, apparatus, and computer implemented instructions for addressing data integrity in logs in a data processing system. A log is reviewed. A determination is made as to whether the log contains a data loss. An algorithm may be employed that uses prior data sets to calculate more accurate summary statistics and data integrity metrics if a determination is made that a data loss has occurred.

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## BRIEF DESCRIPTION OF THE DRAWINGS

The novel features believed characteristic of the invention are set forth in the appended claims. The invention itself, however, as well as a preferred mode of use, further objectives and advantages thereof, will best be understood by reference to the following detailed description of an illustrative embodiment when read in conjunction with the accompanying drawings, wherein:

Figure 1 is a pictorial representation of a network of data processing systems in which the present invention may be implemented;

Figure 2 is a block diagram of a data processing system that may be implemented as a server in accordance with a preferred embodiment of the present invention;

Figure 3 is a diagram illustrating data flow in calculating data integrity metrics for Web server activity log analysis in accordance with a preferred embodiment of the present invention;

Figures 4A and 4B are diagrams illustrating a user interface for calculating time segment weighted averages and time gap tolerances in accordance with a preferred embodiment of the present invention;

Figure 5 is a flowchart of a process used for analyzing a log in accordance with a preferred embodiment of the present invention;

Figure 6 is a flowchart of a process used for generating time segments and time gap tolerances for use

in calculating data integrity metrics in accordance with  
a preferred embodiment of the present invention; and

Figure 7 is a flowchart of a process used for  
calculating a data integrity level in accordance with a  
5 preferred embodiment of the present invention.

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## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

With reference now to the figures, Figure 1 depicts a pictorial representation of a network of data processing systems in which the present invention may be implemented.

5 Network data processing system 100 is a network of computers in which the present invention may be implemented. Network data processing system 100 contains a network 102, which is the medium used to provide communications links between various devices and computers  
10 connected together within network data processing system 100. Network 102 may include connections, such as wire, wireless communication links, or fiber optic cables. In the depicted example, server 104 is connected to network 102 along with storage unit 106. In addition,  
15 clients 108, 110, and 112 are connected to network 102.

These clients 108, 110, and 112 may be, for example, personal computers or network computers. In the depicted example, server 104 provides data, such as boot files, operating system images, and applications to clients 108-  
20 112. Clients 108, 110, and 112 are clients to server 104. Server 104 may store data in logs, which may reflect accesses and requests by clients 108, 110, and 112. Network data processing system 100 may include additional servers, clients, and other devices not shown.

25 In the depicted example, network data processing system 100 is the Internet with network 102 representing a worldwide collection of networks and gateways that use the

TCP/IP suite of protocols to communicate with one another. At the heart of the Internet is a backbone of high-speed data communication lines between major nodes or host computers, consisting of thousands of commercial, government, educational and other computer systems that route data and messages. Of course, network data processing system 100 also may be implemented as a number of different types of networks, such as for example, an intranet, a local area network (LAN), or a wide area network (WAN). Figure 1 is intended as an example, and not as an architectural limitation for the present invention.

Referring to Figure 2, a block diagram of a data processing system that may be implemented as a server, such as server 104 in Figure 1, is depicted in accordance with a preferred embodiment of the present invention. Additionally, the analysis of logs generated by a server may be analyzed using a data processing system similar to data processing system 200.

Data processing system 200 may be a symmetric multiprocessor (SMP) system including a plurality of processors 202 and 204 connected to system bus 206. Alternatively, a single processor system may be employed. Also connected to system bus 206 is memory controller/cache 208, which provides an interface to local memory 209. I/O bus bridge 210 is connected to system bus 206 and provides an interface to I/O bus 212. Memory controller/cache 208 and I/O bus bridge 210 may be integrated as depicted.

Peripheral component interconnect (PCI) bus bridge 214 connected to I/O bus 212 provides an interface to PCI local bus 216. A number of modems may be connected to PCI local bus 216. Typical PCI bus implementations will support four PCI expansion slots or add-in connectors. Communications links to clients 108-112 in Figure 1 may be provided through modem 218 and network adapter 220 connected to PCI local bus 216 through add-in boards.

Additional PCI bus bridges 222 and 224 provide interfaces for additional PCI local buses 226 and 228, from which additional modems or network adapters may be supported. In this manner, data processing system 200 allows connections to multiple network computers. A memory-mapped graphics adapter 230 and hard disk 232 may also be connected to I/O bus 212 as depicted, either directly or indirectly.

Those of ordinary skill in the art will appreciate that the hardware depicted in Figure 2 may vary. For example, other peripheral devices, such as optical disk drives and the like, also may be used in addition to or in place of the hardware depicted. The depicted example is not meant to imply architectural limitations with respect to the present invention.

The data processing system depicted in Figure 2 may be, for example, an IBM e-Server pSeries system, a product of International Business Machines Corporation in Armonk, New York, running the Advanced Interactive Executive (AIX) operating system or LINUX operating system.

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The present invention provides a method, apparatus, and computer implemented instructions for calculating data integrity metrics for Web server activity log analysis. The data integrity metrics are provided for variables, such as, for example, hits, requests, page views, and sessions. These data integrity metrics may be used by a log analysis process to "fill-in" holes in data if desired. For example, reports showing total hit counts may be generated with "fill-in" data when data integrity problems are identified. Such a report may state that the numbers reflect the likely number of total hits with some measure of data integrity.

With reference now to **Figure 3**, a diagram illustrating data flow in calculating data integrity metrics for Web server activity log analysis is depicted in accordance with a preferred embodiment of the present invention. In this example, log analyzer 300 receives log 302 for analysis. The analysis is conducted using metrics database 304. The analysis may examine time segments within the log to determine whether time gaps between data are sufficient to indicate that a loss of data has occurred. This analysis may include comparing the log to prior logs to determine whether any deviations in the current log are sufficient to warrant an indication that a data loss has occurred.

In order to provide data integrity metrics and replacement weighted average summary data when there is data loss for Web server activity data sets, a "time segment" is determined to serve as the basis for making

calculations. The time segment may be determined with as complex or simple a method as the user desires.

In the following example, the only time segment determining factor is hour of day. Additional factors such as day of week, also could be reasonably included in determining time segments, such as Web server activity, which typically fluctuates heavily on certain days of the week as well as hours of the day. Week in month or month in year may be included as further extensions of the factors. Additionally, the determination of a time segment may be complicated by further dividing the base determinant, hour of day, into smaller portions, such as half hour or even minute. Such complexity may increase the accuracy of the final calculated weighted averages. However, the gain over using more simplistic measurements, such as hour of day and possibly day of week, is unlikely to be worth the required use of system resources. Typically, the large number of records present in most server logs require fairly extensive use of processing resources for analysis.

After the time segments have been determined, a window of time and weighting method also is specified in order to calculate weighted averages, which are used as the "best guess number of requests". The window of time refers to the number of time segments to be considered. For example, if the time segments are determined to be TS1 = 12 a.m. - 11 a.m. and TS2 = 12 p.m. - 11 p.m., then for TS1 the four prior time segments would include the data from 12 a.m. - 11 a.m. for the most current log and

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the 3 preceding days. Weighting method refers to what degree the older data versus the newer data in the window of time will be used in calculating the weighted averages and potentially time gaps tolerances as well. With  
5 exponential weighting, exponentially more emphasis is given to the newer data in calculating the weighted averages.

With reference now to **Figures 4A and 4B**, diagrams illustrating a user interface for calculating time  
10 segment weighted averages and time gap tolerances is depicted in accordance with a preferred embodiment of the present invention. In this example, a user may select option **400** in window **402** in **Figure 4A** for an automated analysis of time segment and time gap tolerances. Logs  
15 may be selected from section **404** for analysis. Logs may be added to section **404** by selecting "Add" button **406**. Selection of this button results in a display of a window or menu presenting logs that may be selected for analysis. Logs may be removed from section **404** by  
20 selecting a particular log and pressing "Remove" button **408**. Pressing of "Calculate" button **410** results in logs identified in section **404** being analyzed for time segment and time gap tolerances. Results of time gap tolerances may be selected in section **412**. These results may be  
25 edited by "Edit Gap Tolerance" button **414**.

Window **416** in **Figure 4B** is an example of an interface used to edit time gap tolerances in response to a selection of "Edit Gap Tolerance" button **414**. This window displays time segments and time gap tolerances for

the corresponding segments. Time segments, in window 416, are shown in fields 418, 420, 422, and 424, while time gap tolerances are displayed in fields 426, 428, 430, and 432. A user may edit the time gap tolerances in fields 426, 428, 430, and 432. If the user is satisfied with the tolerances, any changes may be saved by selecting "OK" button 434. Changes may be discarded by selected "Cancel" button 436.

Additionally, a user may manually define time segments and time gap tolerances by selecting option 438 in window 402 in Figure 4A. Available hours for time segments are found in field 440. Hours for time segments may be added by selecting "Add" button 442 to generate time segments as shown in field 444. Time segments may be removed by selecting "Remove" button 446. The gap tolerances may be edited by selecting "Edit Gap Tolerance" button 448. Selection of this button results in a window, such as window 416 in Figure 4B being displayed to the user.

Window 402 also allows a user to alter a window of time by manipulating slider 450. As used herein, a "window of time" is a number of prior segments that are included when a weighted average metric for a particular time scope is found. In the depicted examples, a window of time may include 1 to 26 prior time segments.

Weighting methods may be selected through options 452, 454, and 456. Option 452 provides for equal weighting, while option 454 provides for exponential weighting. Option 456 allows the user to decrease the

weight of time segments over a window of time by a selected percentage every certain number of time segments by entering values in field 458 and 460. In this example, the percentage is 20 and number of time segments is 1.

Turning next to Figure 5, a flowchart of a process used for analyzing a log is depicted in accordance with a preferred embodiment of the present invention. The process illustrated in Figure 5 may be implemented in a log analyzer, such as log analyzer 300 in Figure 3.

The process begins by receiving a log (step 500). A determination is then made as to whether data loss is present (step 502). This determination is made using a data integrity metric algorithm such as that outlined above. In particular, a determination is made as to whether a time gap tolerance has been exceeded for a particular time segment. If data loss is present, an alert is generated (step 504). A determination is made as to whether summary data is to be added to replace the loss (step 506). If the answer to this determination is yes, data is added to replace the loss (step 508).

Thereafter, a Web activity report is generated (step 510) with the process terminating thereafter. The Web activity report presents results, such as hits, page views, and sessions as reflected in the log for some period of time. This report may be in text and/or include images, such as graphs or pie charts. This Web activity report also may include an identification as to the confidence or accuracy of the analysis. For example,



the report may state that the numbers reflect the likely number of total hits with a 95 percent confidence.

Turning back to step 506, if data is not to be added to replace the loss, then the process terminates. With  
5 reference again to step 502, if no data loss is present, the process terminates.

With reference now to **Figure 6**, a flowchart of a process used for generating time segments and time gap tolerances for use in calculating data integrity metrics  
10 is depicted in accordance with a preferred embodiment of the present invention. The process illustrated in **Figure 6** may be implemented in a log analyzer, such as log analyzer 300 in **Figure 3**.

The process begins with a specification of time  
15 segments and time gap tolerance (step 600). The specification of time gap tolerances may be made through an automated process analyzing "clean" example logs. As used herein, "clean" logs are logs that are known to contain no time gaps due to data loss. In this example,  
20 a user provides 4 example logs that are believed to be free of data loss. The process in step 600 goes through the logs record by record and combines all of the data from matching 30 minute chunks of time. The number of chunks may vary because of differences in log file time  
25 coverage. For example, the first chunk may be the combined data from all four logs for the time period of 12:00a.m. - 12:29 a.m.



deviations to calculate an average time gap and standard deviation for each time segment. The time gap tolerance for each time segment is then calculated by multiplying 4 by the standard deviation of the time gap average and  
5 adding that product to the time gap average.

Alternatively, in step 600, the time segments and time gap tolerances may be user defined. Time segments, in this example, may be created by receiving a selection of one or more hours from the user and adding these hours  
10 to the hour segments list. Next, user input is received for time gap tolerances for each of the time segments.

A window of time is specified for use in calculating weighted averages for the time segments (step 602). User input is received as to how many prior time segments are  
15 to be included in the previous average that is to be used as the "best guess number of requests". Then, a weighting method is specified for use in calculating averages for the time segments (step 604) with the process terminating thereafter. The weighting method is  
20 specified through a user input. This weighting method is used to calculate weighted averages for the time segments. In the depicted examples, the user may choose whether to use one of the following weighting methods:

- (1) equal weighting (each prior time segment contributes  
25 as much to the final average as the more recent ones);
- (2) exponential weighting (prior time segments contribute exponentially less to the final average - appropriate for



time segment is selected from the set of time segments  
(step 702). A variable t is set equal to the total  
number of times that time gaps exceed a time gap  
tolerance within the time segment being processed (step  
5 704).

Then, a determination is made as to whether  
additional unprocessed time segments are present within  
the set of time segments (step 706). If additional  
unprocessed time segments are present, the process  
10 returns to step 702 as described above. Otherwise, the  
variable T is set equal to the total of all t for all  
time segments within the set of time segments (step 708).  
Then, an estimate is generated by dividing T by the  
amount of time spanned by the set of time segments (step  
15 710). A data integrity level is then generated using the  
estimate (step 712) with the process terminating  
thereafter.

The product of steps 708 and 710 form an estimate of  
the percentage of data that is missing, and therefore was  
20 "filled-in" or replaced with comparable data. The data  
integrity level is calculated by subtracting the product  
of steps 708 and 710 from "1" and multiplying that by  
100. For instance, if the product of steps 708 and 710  
is ".10" (estimated that 10% of the data was lost), the  
25 data integrity level would be 90%.

Thus, the present invention provides an improved  
method, apparatus, and computer implemented instructions  
for calculating data integrity metrics for Web server  
activity log analysis. This mechanism provides an

ability to identify when a log is missing data. The mechanism includes determining whether time gaps for data points, such as hits, page views, or session exceed some threshold indicating that data is missing.

5        Additionally, the mechanism also may fill-in missing data to increase the accuracy or integrity of the report. The data used to fill-in missing data is taken from prior logs in these examples. The actual data selected is based on comparing similar times, dates, or days of the  
10       week from the prior logs with the corresponding times, dates, or days of the week in the portion of the log in which data is missing. Of course other mechanisms or dimensions may be used to identify or recreate the missing data depending on the particular implementation.

15       It is important to note that while the present invention has been described in the context of a fully functioning data processing system, those of ordinary skill in the art will appreciate that the processes of the present invention are capable of being distributed in  
20       the form of a computer readable medium of instructions and a variety of forms and that the present invention applies equally regardless of the particular type of signal bearing media actually used to carry out the distribution. Examples of computer readable media  
25       include recordable-type media such a floppy disc, a hard disk drive, a RAM, CD-ROMs, and transmission-type media such as digital and analog communications links.

The description of the present invention has been presented for purposes of illustration and description,

and is not intended to be exhaustive or limited to the invention in the form disclosed. Many modifications and variations will be apparent to those of ordinary skill in the art. The embodiment was chosen and described in  
5 order to best explain the principles of the invention, the practical application, and to enable others of ordinary skill in the art to understand the invention for various embodiments with various modifications as are suited to the particular use contemplated.

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